

MULTIMEDIA



UNIVERSITY

STUDENT ID NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2018/2019

MLA2113 – MEDIA ANTHROPOLOGY

(All sections / Groups)

1st MARCH 2019

9.00 a.m. – 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of THREE pages including this cover page with FIVE questions only. This paper contributes to 40% of the result of the subject.
2. Answer any **FOUR** out of the FIVE questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Attempt only Four of the following Five questions. Answer the questions and print them clearly in the Answer Booklet. Always define keywords and provide examples to elaborate your discussion.

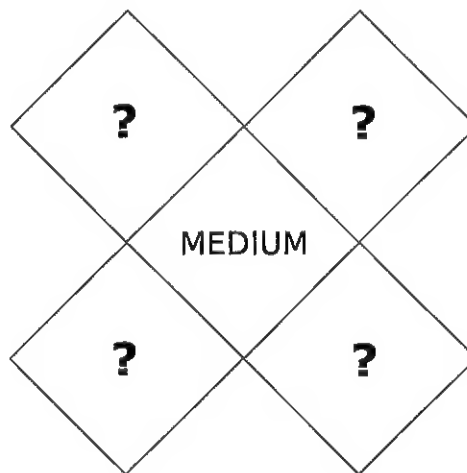
Question No 1.

(10 Points)

- i. Discuss your understanding of 'anthropology of media' as an area of study. What does the study emphasize? (4 points)
- ii. Explain three (of the eight) characteristics of Ethnography. (6 points)

Question No 2.

(10 Points)



- i. In the tetrad above, name the four missing sections and their meanings. (2 points)
- ii. In your own words, explain how the tetrad can be applied for an analysis of *Instagram*. (4 points)
- iii. What do you understand by Media as defined by Marshal McLuhan? (2 points)
- iv. Explain a scenario where the tetrad model cannot be applied. (2 points)

Continued

Question No 3.

(10 Points)

"An ounce of information is worth a pound of data. An ounce of knowledge is worth a pound of information. An ounce of understanding is worth a pound of knowledge."

- i. The statement above is made by Russell Ackoff concerning the DIKW model. What does D-I-K-W stand for? Explain the meaning of these components. (4 points)
- ii. In your own words, explain how does DIK apply to multimedia? (4 points)
- iii. Why does the distinction between content provider and content creator get complicated in social media? (2 points)

Question No 4.

(10 Points)

James Bridle in his essay *Rise of the machines: has technology evolved beyond our control?* suggests that there is a dangerous fallacy in the way we think about new technologies. He argues that in failing to adequately understand these emergent technologies, we are in fact opening ourselves up to a new dark age.

- i. What is this fallacy in the way we think about new technologies? Explain why the fallacy is dangerous by discussing about a technology. (4 points)
- ii. Explain briefly how the term 'cloud' transformed from an engineering shorthand to a metaphor that we know today? Why is it a problem with 'cloud' as the central metaphor of the internet? (4 points)
- iii. What aspect of humanity does computation system emphasise? Why is it important to recognize this aspect of humanity in a computation system? (2 points)

Question No 5.

(10 Points)

"Uses and Gratification Theory (UGT) is an audience-centered approach that focuses on what people do with media, as opposed to what media does to people"

Name and explain with examples the Five categories of the social and psychological functions of mass and communicative media studied by Katz, Gurevitch and Hass in relation to the 'Uses and Gratification Theory' of media. You may use a diagram to assist your discussion. (5 x 2 points)

END OF PAPER